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| APPLICATION NO. | FILING DATE | FIRST NAMED INVENTOR | ATTORNEY DOCKET NO. | CONFIRMATION NO. |
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| 09/553,012 | 04/20/2000 | Marc Eller | 12179-P081US | 4248 |

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| EXAMINER | |
|---|---|
| NGUYEN, KEVIN M | |
| ART UNIT | PAPER NUMBER |
| 2674 | 14 |

DATE MAILED: 10/22/2002

Please find below and/or attached an Office communication concerning this application or proceeding.

| Office Action Summary | Application No. | Applicant(s) |
|---|---|---|
| | 09/553,012 | ELLER ET AL. |
| | Examiner | Art Unit |
| | Kevin M. Nguyen | 2674 |

*-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --*

**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
- Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

1)☒ Responsive to communication(s) filed on *10 July 2002* .

2a)☐ This action is **FINAL**. 2b)☒ This action is non-final.

3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

4)☒ Claim(s) *14,16-25,27-35,37-41 and 55* is/are pending in the application.

4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) *14,16-25,27-35, 37-41 and 55* is/are rejected.

7)☐ Claim(s) _____ is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

**Application Papers**

9)☐ The specification is objected to by the Examiner.

10)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

11)☐ The proposed drawing correction filed on _____ is: a)☐ approved b)☐ disapproved by the Examiner.

If approved, corrected drawings are required in reply to this Office action.

12)☐ The oath or declaration is objected to by the Examiner.

**Priority under 35 U.S.C. §§ 119 and 120**

13)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

a)☐ All b)☐ Some * c)☐ None of:

1.☐ Certified copies of the priority documents have been received.

2.☐ Certified copies of the priority documents have been received in Application No. _____ .

3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

14)☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. § 119(e) (to a provisional application).

a) ☐ The translation of the foreign language provisional application has been received.

15)☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. §§ 120 and/or 121.

**Attachment(s)**

1) ☒ Notice of References Cited (PTO-892)
2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3) ☒ Information Disclosure Statement(s) (PTO-1449) Paper No(s) *13* .
4) ☐ Interview Summary (PTO-413) Paper No(s). _____ .
5) ☐ Notice of Informal Patent Application (PTO-152)
6) ☐ Other: .

## DETAILED ACTION

1. The amendment filed on 8/20/2002 is entered. However, the claims 14, 16-25, 27-35, 37-41 and 55 have been rejected in view of the newly discovered reference(s) to Carney et al. Rejections based on the newly cited reference(s) follow.

### *Priority*

2. Applicant has not complied with one or more conditions for receiving the benefit of an earlier filing date under 35 U.S.C. 119(e) as follows:

> This application is claiming the benefit of a prior filed nonprovisional application under 35 U.S.C. 120, 121, or 365(c). Copendency between the current application and the prior application is required (see MPEP 201.04(b)).

### *Claim Rejections - 35 USC § 112*

3. The following is a quotation of the second paragraph of 35 U.S.C. 112:

> The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

4. Regarding claim 24, the phrase "ebillboard.net" renders the claim(s) indefinite because the claim(s) include(s) elements not actually disclosed (those encompassed by "or the like"), thereby rendering the scope of the claim(s) unascertainable. See MPEP § 2173.05(d).

### *Claim Rejections - 35 USC § 102*

5. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

> A person shall be entitled to a patent unless –
>
> (e) the invention was described in-
> (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the

> treaty defined in section 351(a) shall have the effect under this subsection of a national application published under section 122(b) only if the international application designating the United States was published under Article 21(2)(a) of such treaty in the English language; or
> (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that a patent shall not be deemed filed in the United States for the purposes of this subsection based on the filing of an international application filed under the treaty defined in section 351(a).

6. Claims 14, 16-25, 27-35 and 37-41 rejected under 35 U.S.C. 102(e) as being anticipated by Carney et al (US 6,408,278).

As to claim 14, Carney et al teach a method for displaying programming on a network of electronic out-of-home for display devices which includes providing a first electronic billboard 14a at a train station (a first location) connecting to a database 18'a associated with display device 14a connecting to computer 25a (a first information handling system, figure 1, col. 5, lines 25-32);

a second electronic billboard 14b at a airport (a second location) connecting to a database 18'b associated with display 14b connecting to computer 25b (a second information handling system, figure 2, col. 4, lines 16-24);

computer 25a and computer 25b connects to the computer 20 (a third information handling system) over the Internet 22 (figure 1, col. 3, lines 55-59);

a first electronic billboard 14a and a second electronic billboard 14b that are selecting via the computer 20 (the third information handling system) will display the ads (figure 1);

clients access server 20 over communications network 22 by way of client computers 25a-24n to access computing services, upload programming content and so on (col. 3, lines 59-62);

each display device is displayed in an out-of-home location and as such is viewable by an audience that may demographically vary as a function of time (col. 5, lines 43-56), region for display (e.g. select for a list of regions or countries) 64, and time and day of week 68, 66 respectively (figure 9, col. 8, lines 62-65).

As to claim 16, Carney et al teach region for display (e.g. select for a list of regions or countries) 64, and time and day of week 68, 66 respectively (figure 9, col. 8, lines 62-65).

As to claim 18, Carney et al teach a method for displaying programming on a network of electronic out-of-home for display devices which includes providing a first electronic billboard 14a at a train station (a first location) connecting to a database 18'a associated with display device 14a connecting to computer 25a (a first information handling system, figure 1, col. 5, lines 25-32);

a second electronic billboard 14b at a airport (a second location) connecting to a database 18'b associated with display 14b connecting to computer 25b (a second information handling system, figure 2, col. 4, lines 16-24);

computer 25a and computer 25b connects to the computer 20 (a third information handling system) over the Internet 22 (figure 1, col. 3, lines 55-59);

a first electronic billboard 14a and a second electronic billboard 14b that are selecting via the computer 20 (the third information handling system) will display the ads (figure 1);

clients access server 20 over communications network 22 by way of client computers 25a-24n to access computing services, upload programming content and so on (col. 3, lines 59-62);

each display device is displayed in an out-of-home location and as such is viewable by an audience that may demographically vary as a function of time (col. 5, lines 43-56), region for display (e.g. select for a list of regions or countries) 64, and time and day of week 68, 66 respectively (figure 9, col. 8, lines 62-65).

the form 50 showing an input for budget 62 (charging an amount of money for display of the information, figure 9, col. 8, line 63).

As to claims 19 and 20, Carney et al teach a system for displaying programming on a network of electronic out-of-home for display devices which includes providing a first electronic billboard 14a at a train station (a first location) connecting to a database 18'a associated with display device 14a connecting to computer 25a (a first information handling system, figure 1, col. 5, lines 25-32);

a second electronic billboard 14b at a airport (a second location) connecting to a database 18'b associated with display 14b connecting to computer 25b (a second information handling system, figure 2, col. 4, lines 16-24);

computer 25a and computer 25b connects to the computer 20 (a third information handling system) over the Internet 22 (figure 1, col. 3, lines 55-59);

a first electronic billboard 14a and a second electronic billboard 14b that are selecting via the computer 20 (the third information handling system) will display the ads (figure 1);

clients access server 20 over communications network 22 by way of client computers 25a-24n to access computing services, upload programming content and so on (col. 3, lines 59-62);

As to claim 21, Carney et al teach region for display (e.g. select for a list of regions or countries) 64, and time and day of week 68, 66 respectively (figure 9, col. 8, lines 62-65).

As to claim 24, Carney et al teach a method for displaying advertising on a network of electronic out-of-home for display devices which includes clients access server 20 was located at www.i-open.com over communications network 22 by way of client computers 25a-24n (via a remote computer by an advertiser) to access computing services, upload programming content and so on. Sever computer 20, then accepts the programming content to be displayed, or provides services to generate programming content to be displayed, or provides services to generate programming content, and communicates the programming content to client computer 25, which in turn renders the programming content on display device 14 (col. 3, lines 59-62); the client has selected the option of placing a new ad by selecting button 52. In drop down box 54, the client selects the subject of the programming (here an ad) and the preferred venues in drop box 56 (figure 9, col. 8, lines 55-58); each display device is displayed in an out-of-home location and as such is viewable by an audience that may demographically vary as a function of time (col. 5, lines 43-56), region for display (e.g. select for a list of regions or countries) 64, and time and day of week 68, 66 respectively (figure 9, col. 8, lines 62-65).

As to claims 25 and 26, Carney et al teach audience members 16b and 16'b access the internet in exchange for demographic information, which is recorded and maintained in database 18'b, which is then accessible to server computer 20 (see figure 1, and accompanying description, col. 6, lines 56-61). Each display device is displayed in an out-of-home location and as such is viewable by an audience that may demographically vary as a function of time (col. 5, lines 43-56), region for display (e.g. select for a list of regions or countries) 64, and time and day of week 68, 66 respectively (figure 9, col. 8, lines 62-65).

As to claims 27 and 36, Carney et al teach server computers maintain information in databases, such as database 18, by way of database server system software. Server computer 20 runs Microsoft Windows NT 4.0 operating system and Microsoft SQL Server 7.0 database management software (col. 3, lines 48-54). Virtual Private Networks (VPNs) could be used to inter-connect client computers 24a-24m (a first network first information and a first target display, col. 4, lines 30-32). Each display device is displayed in an out-of-home location and as such is viewable by an audience that may demographically vary as a function of time (col. 5, lines 43-56), region for display (e.g. select for a list of regions or countries) 64, and time and day of week 68, 66 respectively (figure 9, col. 8, lines 62-65).

As to claims 28-30, Carney et al teach a first network, the second network is the Internet 22 and part of Internet 22 (figure 2).

As to claims 31-35, Carney et al teach a plurality of target displays 14a-14m (figure 2).

As to claims 37 and 41, Carney et al teach server computers maintain information in databases, such as database 18, by way of database server system software. Server computer 20 runs Microsoft Windows NT 4.0 operating system and Microsoft SQL Server 7.0 database management software (col. 3, lines 48-54). Virtual Private Networks (VPNs) could be used to inter-connect client computers 24a-24m (a first network first information and a first target display, col. 4, lines 30-32);

clients access server 20 over communications network 22 by way of client computers 25a-24n to access computing services, upload programming content and so on (col. 3, lines 59-62);

each display device is displayed in an out-of-home location and as such is viewable by an audience that may demographically vary as a function of time (col. 5, lines 43-56), region for display (e.g. select for a list of regions or countries) 64, and time and day of week 68, 66 respectively (figure 9, col. 8, lines 62-65).

As to claims 38 and 39, Carney et al teach Server computer 20 runs Microsoft Windows NT 4.0 operating system and Microsoft SQL Server 7.0 database management software (col. 3, lines 48-54). Clients access server 20 over communications network 22 by way of client computers 25a-24n to access computing services, upload programming content and so on (col. 3, lines 59-62).

As to claim 40, Carney et al teach Server 20 could also employ NetGravity's AdServer, a product designed specifically for managing the delivery of ads, as well as the collection of data. The integration of its GeoTargeting service allows for the targeting of ads to geographical regions by accessing a Worldwide Geographic

Database of IP addresses. The criteria for targeting can be customized to any degree. AdServer provides administration tools that allow "targeting groups" to be created and managed from a central location. These features minimize costs and allow for infinite customizing of ad delivery. The entire AdServer platform can be integrated through the use of its open API (a second receiving program as claimed, see col. 3, lines 4-15).

***Claim Rejections - 35 USC § 103***

7. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

8. Claims 17, 22, 23 and 55 are rejected under 35 U.S.C. 103(a) as being unpatentable over Carney et al in view of Royal, Jr. et al (US 5,980,090) hereinafter Royal.

As to claims 17, 22, 23 and 55, Carney et al teach a system and a method for displaying programming on a network of electronic out-of-home for display devices which includes providing a first electronic billboard 14a at a train station (a first location) connecting to a database 18'a associated with display device 14a connecting to computer 25a (a first information handling system, figure 1, col. 5, lines 25-32);

a second electronic billboard 14b at a airport (a second location) connecting to a database 18'b associated with display 14b connecting to computer 25b (a second information handling system, figure 2, col. 4, lines 16-24);

a first electronic billboard 14a and a second electronic billboard 14b that are selecting via the computer 20 (the third information handling system) will display the ads (figure 1);

clients access server 20 over communications network 22 by way of client computers 25a-24n to access computing services, upload programming content and so on (col. 3, lines 59-62);

each display device is displayed in an out-of-home location and as such is viewable by an audience that may demographically vary as a function of time (col. 5, lines 43-56), region for display (e.g. select for a list of regions or countries) 64, and time and day of week 68, 66 respectively (figure 9, col. 8, lines 62-65). Carney et al fail to teach the list includes a map of the first and second locations. However, Royal teaches a list including a map of the first location and a second location (see figure 7A). It would have been obvious to a person of ordinary skill in the art at the time of the invention to utilize the map taught by Royal in Carney et al's computer network system because this allow a user to locate their advertisers display.

**9. Claims 14, 16, 17, 20-22, 24, 25, 27-35, 37-41 and 55 are rejected under 35 U.S.C. 103(a) as being unpatentable over Royal, Jr et al (US 5,980,090) hereinafter Royal in view of Adler et al (IDS) (US 6,009,409).**

As to claim 14, Royal teaches a method of displaying information 10 having a plurality of displays advertising 38 (an electronic billboard as claimed) that are located on a list A, B, C and D of the map (see figure 7a); each fuel dispenser 12 having an input device or keypad 40, a card reader 41 (an information handling system as

claimed) coupling via accessing a homepage for logging onto the site's asset management system 300 (see col. 8, lines 35-37). The system may control the advertising remotely from the advertising commercials (318) posting interface page 308, which leads to advertising or commercials (318) and provide a way to change advertising and also upload information and advertising at the convenience store or other area in the fueling environment, respectively (see figure 7B, col. 8, lines 50-59). Accordingly, a display 38 at location A corresponds to a first electronic billboard; a display 38 at location B corresponds to a second electronic billboard. Each fuel dispenser 12 having an input device or keypad 40, a card reader 41 correspond to a first and a second an information handling system as claimed. The operation display 52 and input 54 (figure 2) corresponding to the claimed a third information handling system as claimed. Royal teaches the user at the browser 25, 27 that will select a device from the list of possible devices on the site network, such as a fuel dispenser, and will connect to the HTTP server on the target device (col. 7, lines 34-37) including a map of North America (see figure 7a). Royal fails to teach "selecting, via the third information handling system, a time period for displaying the information on the selected electronic billboard; and display the information on the selected electronic billboard during the selected time period." However, Adler teaches a system which includes a time allocation controller that allocates time available in a particular advertising region in a display device of a function of one of a desired user frequency, a desired time frequency, or a desired geometry, that delivers the advertisements to remote computer for display in the advertising region according to the allocating of the time (abstract).

Since Adler teaches remote computers 105a to 105n include public networks of computers via the internet 115 (figure 1, col. 3, lines 55-57). Therefore, It would have been obvious to a person of ordinary skill in the art at the time of the invention to utilize the schedule of advertising in a communication network and remote computer program taught by Adler in Royal's computer network system because this software, firmware based may be implemented using some suitable combination of at least two of the three (col. 2, lines 25-30).

As to claim 16, Royal teaches the user at the Brower 25, 27 that will select a device form the list of possible devices on the site network, such as a fuel dispenser, and will connect to the HTTP server on the target device 108 (see col. 7, lines 34-37).

As to claims 17 and 55, Royal teaches a method of displaying information 10 having a plurality of displays advertising 38 (an electronic billboard as claimed) that are located on a list A, B, C and D of the map (see figure 7a); each fuel dispenser 12 having an input device or keypad 40, a card reader 41 (an information handling system as claimed) coupling via accessing a homepage for logging onto the site's asset management system 300 (see col. 8, lines 35-37). The system may control the advertising remotely from the advertising commercials (318) posting interface page 308, which leads to advertising or commercials (318) and provide a way to change advertising and also upload information and advertising at the convenience store or other area in the fueling environment, respectively (see figure 7B, col. 8, lines 50-59). Accordingly, a display 38 at location A corresponds to a first electronic billboard; a display 38 at location B corresponds to a second electronic billboard. Each fuel

dispenser 12 having an input device or keypad 40, a card reader 41 correspond to a first and a second an information handling system as claimed. The operation display 52 and input 54 (figure 2) corresponding to the claimed a third information handling system as claimed. Royal teaches the user at the browser 25, 27 that will select a device from the list of possible devices on the site network, such as a fuel dispenser, and will connect to the HTTP server on the target device (col. 7, lines 34-37) including a map of North America (see figure 7a). Royal fails to teach "selecting, via the third information handling system, a time period for displaying the information on the selected electronic billboard; and display the information on the selected electronic billboard during the selected time period." However, Adler teaches a system which includes a time allocation controller that allocates time available in a particular advertising region in a display device of a function of one of a desired user frequency, a desired time frequency, or a desired geometry, that delivers the advertisements to remote computer for display in the advertising region according to the allocating of the time (abstract). Since Adler teaches remote computers 105a to 105n include public networks of computers via the internet 115 (figure 1, col. 3, lines 55-57). Therefore, It would have been obvious to a person of ordinary skill in the art at the time of the invention to utilize the schedule of advertising in a communication network and remote computer program taught by Adler in Royal's computer network system because this software, firmware based may be implemented using some suitable combination of at least two of the three (col. 2, lines 25-30).

As to claims 20 and 22, Royal teaches a system for displaying information 10 having a plurality of displays advertising 38 (an electronic billboard as claimed) that are located on a list A, B, C and D of the map (see figure 7a); each fuel dispenser 12 having an input device or keypad 40, a card reader 41 (an information handling system as claimed) coupling via accessing a homepage for logging onto the site's asset management system 300 (see col. 8, lines 35-37). The system may control the advertising remotely from the advertising commercials (318) posting interface page 308, which leads to advertising or commercials (318) and provide a way to change advertising and also upload information and advertising at the convenience store or other area in the fueling environment, respectively (see figure 7B, col. 8, lines 50-59). Accordingly, a display 38 at location A corresponds to a first electronic billboard; a display 38 at location B corresponds to a second electronic billboard. Each fuel dispenser 12 having an input device or keypad 40, a card reader 41 correspond to a first and a second an information handling system as claimed. The operation display 52 and input 54 (figure 2) corresponding to the claimed a third information handling system as claimed. Royal teaches the user at the browser 25, 27 that will select a device from the list of possible devices on the site network, such as a fuel dispenser, and will connect to the HTTP server on the target device (col. 7, lines 34-37) including a map of North America (see figure 7a). Royal fails to teach "selecting, via the third information handling system, a time period for displaying the information on the selected electronic billboard; and display the information on the selected electronic billboard during the selected time period." However, Adler teaches a system which includes a time

allocation controller that allocates time available in a particular advertising region in a display device of a function of one of a desired user frequency, a desired time frequency, or a desired geometry, that delivers the advertisements to remote computer for display in the advertising region according to the allocating of the time (abstract). Since Adler teaches remote computers 105a to 105n include public networks of computers via the internet 115 (figure 1, col. 3, lines 55-57). Therefore, It would have been obvious to a person of ordinary skill in the art at the time of the invention to utilize the schedule of advertising in a communication network and remote computer program taught by Adler in Royal's computer network system because this software, firmware based may be implemented using some suitable combination of at least two of the three (col. 2, lines 25-30).

As to claim 21, Royal teaches the user at the Brower 25, 27 that will select a device form the list of possible devices on the site network, such as a fuel dispenser, and will connect to the HTTP server on the target device 108 (see col. 7, lines 34-37).

As to claims 24 and 25, Royal teaches a method of advertising and inherently a computer program product for uploading and transmitting via the internet 30 the advertising remotely from the advertising commercials (318) posting interface page 308, which leads to advertising or commercials (318) and provide a way to change advertising and also upload information and advertising at the convenience store or other area in the fueling environment, respectively (see figure 7B, col. 8, lines 50-59). Displaying information 10 having a plurality of displays advertising 38 (an electronic billboard as claimed) that are located on a list A, B, C and D of the map (see figure 7a);

display advertising devices 38 couple via accessing a homepage for logging onto the site's asset management system 300 (see col. 8, lines 35-37); the user at the browser 25, 27 that will select a device from the list of possible devices on the site network, such as a fuel dispenser, and will connect to the HTTP server on the target device (col. 7, lines 34-37) including a map of North America (see figure 7a). Royal fails to teach "display on the selected billboard the advertising information at a selected time." However, Adler teaches a system which includes a time allocation controller that allocates time available in a particular advertising region in a display device of a function of one of a desired user frequency, a desired time frequency, or a desired geometry, that delivers the advertisements to remote computer for display in the advertising region according to the allocating of the time (abstract). Since Adler teaches remote computers 105a to 105n include public networks of computers via the internet 115 (figure 1, col. 3, lines 55-57). Therefore, It would have been obvious to a person of ordinary skill in the art at the time of the invention to utilize the schedule of advertising in a communication network and remote computer program taught by Adler in Royal's computer network system because this software, firmware based may be implemented using some suitable combination of at least two of the three (col. 2, lines 25-30).

As to claims 27-35, Royal teaches inherently a computer program product having the operation display 52 and input 54 (figure 2) corresponding to the claimed receiving a first network first information via the internet 30; displaying information 10 having a plurality of displays advertising 38 that are located at A of the map corresponding to the

claimed sending the first information over a second network to the first designated target display (see figure 7a) via the internet 30.

As to claims 37-41, Royal teaches inherently a computer program product for uploading the advertising or commercials 318 (content as claimed) from the operation display 52 and input 54 (figure 2) via the internet 30; displaying information 10 having a plurality of displays advertising device 38 that are located at A of the map corresponding to the claimed receiving a designation of a target display device to display the content (see figure 7a) via the internet 30. Royal fails to teach "receiving a designation of a time that a target display device is to display the content." However, Adler teaches a system which includes a time allocation controller that allocates time available in a particular advertising region in a display device of a function of one of a desired user frequency, a desired time frequency, or a desired geometry, that delivers the advertisements to remote computer for display in the advertising region according to the allocating of the time (abstract). Since Adler teaches remote computers 105a to 105n include public networks of computers via the internet 115 (figure 1, col. 3, lines 55-57). Therefore, It would have been obvious to a person of ordinary skill in the art at the time of the invention to utilize the schedule of advertising in a communication network and remote computer program taught by Adler in Royal's computer network system because this software, firmware based may be implemented using some suitable combination of at least two of the three (col. 2, lines 25-30).

***Response to Arguments***

10. Applicant's arguments with respect to claims 14, 16-25, 27-35, 37-41 and 55 have been considered but are moot in view of the new ground(s) of rejection.

***Conclusion***

11. Any inquiry concerning this communication or earlier communications from the examiner should be directed to **Kevin M. Nguyen** whose telephone number is **703-305-6209**. The examiner can normally be reached on MON-FRI from 9:00-6:00 with Friday off.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, **Richard A Hjerpe** can be reached on **703-305-4709**.

**Any response to this action should be mailed to:**

Commissioner of Patents and Trademarks

Washington, D.C. 20231

**or faxed to:**

**(703) 872-9314 (for Technology Center 2600 only)**

Hand-delivered response should be brought to Crystal Park II, 2121 Crystal Drive, Arlington, VA, Sixth floor (Receptionist).

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the Technology Center 2600 Customer Service Office whose telephone number is (703) 306-0377.

Kevin M. Nguyen
Examiner
Art Unit 2674

RICHARD HJERPE
SUPERVISORY PATENT EXAMINER
TECHNOLOGY CENTER 2600